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Foreign Agricultural Service

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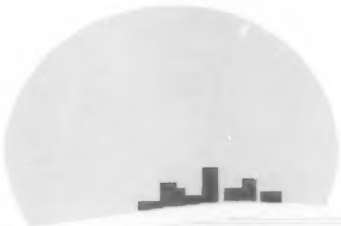
September 1983

Algeria: Giant Market In North Africa



Marketing News

Farmer-to-Buyer Program May boost U.S. Corn Sales To European Community

The **U.S. Feed Grains Council**, following a two-year trade-servicing effort among European Community (EC) grain buyers, has launched a pilot farmer-to-buyer export program. The council hopes to capture up to 10 million more bushels of the EC's corn import business a year through the program.

Under a unique arrangement, begun in May, more than 100 farmer members of the GROWMARK cooperative in Bloomington, Ill., will produce 1 million bushels of high-quality, hard-endosperm hybrid corn specifically for an industrial buyer in the EC. According to Ken Stephens, head of the council's overseas customer relations program, the farmer-to-buyer export plan will operate on a trial basis this year. If it is successful, the program will be expanded by 1984 to the 10-million-bushel goal. Stephens says the sale will result in a net addition to U.S. exports since the buyer had previously purchased only South African corn.

Promotion in Belgium Quadruples U.S. Tongue Sales

The sale of U.S. tongues in Belgium increased more than fourfold during a recent promotion sponsored by a nationwide supermarket chain, the **U.S. Meat Federation** reports. During the week-long promotion, the supermarket chain discounted the beef tongues from $1.68 per pound to $1.39 per pound. The promotion was advertised through point-of-purchase leaflets. Sales for the week were 26,454 pounds, a considerable increase over normal sales of about 5,511 pounds. The chain says it will repeat the promotion again soon.

U.S. Wheat Associates Helps Establish Philippine Baking School

With more than 7,000 licensed bakeries and an eye for quality, the Philippines has established a formal training center in Manila to upgrade the country's baking industry. Twenty-three bakers have completed the course. The Food Terminal, Inc. Baking Technology Center, which was officially opened in March, was the result of market development efforts of **U.S. Wheat Associates**.

Bakers from all parts of the country are invited to study at the center, which features a year-long schedule of classes. Filipino bakers produce some of the most elaborate cake and pastry items in Asia, helping to push the country toward new record wheat imports each year. In 1982, the Philippines imported more than 33 million bushels of wheat — all from the United States. In the Asian market, the Philippines is the third largest buyer of U.S. Western White wheat. It is also the world's second largest importer of U.S. Hard Red Spring wheat.

U.S. Wines Featured At Canadian Fairs

Winemakers from California, Washington, Oregon, Ohio and New York showed off the quality of their products in early June to more than 1,500 participants at wine fairs in Montreal, Ottawa and Toronto. About 40 U.S. wineries took part in the fairs which were sponsored by the Foreign Agricultural Service, **The Wine Institute** and the **Society for American Wines**. The program in each city consisted of wine tastings and speakers from California and New York.

Golden Anniversary for Renderers

The **National Renderers Association** will celebrate its 50th anniversary at its annual convention, October 10-14 in Chicago. As part of the festivities, a "Pioneer Renderers Luncheon" will feature men and women who have contributed to the development of the industry. For more information, contact the National Renderers Association, 2250 E. Devon Ave., Des Plaines, Ill. 60018. Tel. (312) 827-8151

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Managing Editor
Maureen Quinn

Writers
Robb Deigh
Lynn A. Krawczyk
Edwin N. Moffett
Aubrey C. Robinson
Geraldine Schumacher

Design Director
Vincent Hughes

Production Editor
Evelyn Littlejohn

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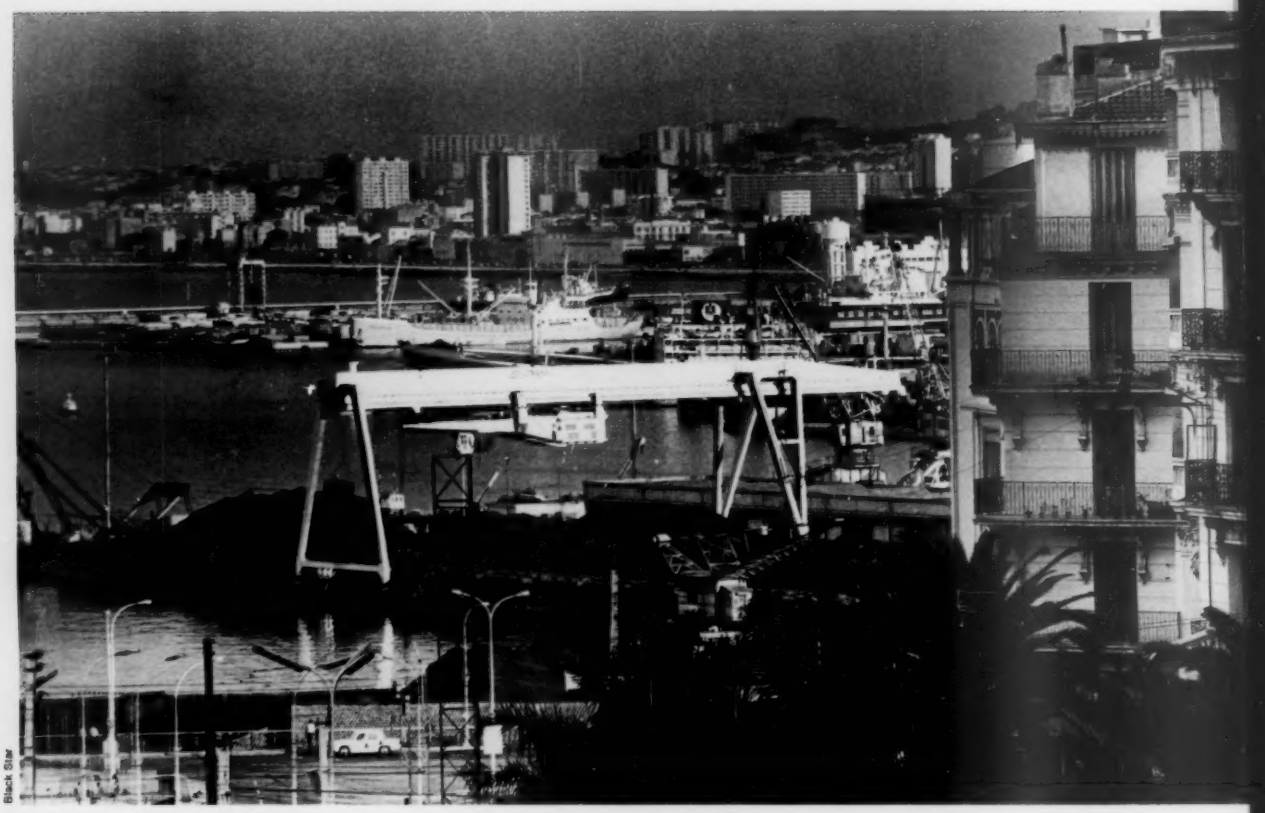

Black Star

By Dale L. Good

Emerging as one of the largest agricultural markets in the Third World, Algeria offers good sales opportunities for U.S. farm exporters. Algeria's import bill for agricultural products could reach $3.5 billion in calendar 1983, yet this giant market is often overlooked by many U.S. exporters of food and agricultural products.

Algeria, unlike many other food-deficit countries, has foreign exchange reserves to buy what it needs. At the end of 1982, these reserves represented six months of import coverage.

Some 95 percent of Algeria's revenue comes from hydrocarbon sales. Unlike other OPEC countries, less than half of Algeria's petroleum exports stem from the sale of oil—the only product tied to OPEC agreements. The greater share of the country's revenue, which is increasing each year, comes from sales of natural gas, a revenue assured by long-term agreements with France and Italy over the next 20 years. Currently, a contract with a U.S. company and another long-term contract with Spain are under negotiation.

Algeria has the world's fourth largest reserves of natural gas. All of this bodes well for Algeria's continued strong buying power.

Algeria's Demand For Food Growing

With a population of 20.5 million growing at 3.4 percent per year, Algeria has one of the highest growth rates among the larger Third World countries. Because of an underdeveloped agricultural sector and limited resources, Algeria's domestic production cannot keep pace with its growing food and feed needs.

The country's food requirements are increasing in line with the rise in per capita income, which stood at $2,000 in 1982, compared with $945 in 1976.

The United States—a principal market for Algerian hydrocarbon products—had only an estimated 6-percent share of the Algerian agricultural market in 1982. During a recent high-level U.S. trade mission to Algeria, the Algerian government expressed a strong interest in buying more food and agricultural products from the United States.

After reaching a record high of $291 million in fiscal 1981, U.S. agricultural exports to Algeria dropped to $158 million last year, but they are expected to recover to nearly $200 million this year. In recent years, shipments of wheat and corn have been the top U.S. farm exports to Algeria, followed by tallow, tobacco and vegetable oils.

The Algerian government wants to diversify its sources of supply and to establish long-term agreements as it has done with many U.S. competitors. The government is also increasingly interested in tying its trade to programs of technical assistance.

How the Algerian Import System Works

Algeria has a centralized trading system regulated by law. Imports are the exclusive monopoly of designated government enterprises. Prospective exporters deal directly with these enterprises.

Algeria purchases practically all of its food and agricultural needs through an international tendering system. The invitation to tender appears in the national newspaper, El Moudjahid. Suppliers get the tender documents and submit sealed offers to the issuing office, which considers the offers and calls in the most competitive suppliers for negotiation. The contract is then awarded.

The issuing of tenders is followed closely by USDA's Agricultural Trade Office (ATO) in Tunis and the American Embassy in Algiers. The ATO regularly announces these tenders through its Trade Opportunity Referral System (TORS). (See story on page 7.)

Obstacles To Overcome

In the past, U.S. agricultural exporters have had difficulty or have been reluctant to take part in tendering actions because:

Black Star

- The time between publishing the invitation to tender and the submission date is, in many cases, relatively short;
- Tender documents often have to be purchased and mailed to the United States, futher reducing the time available for preparation and paperwork;
- U.S. exporters not familiar with the market are often pessimistic or doubtful about their price competitiveness; and
- Many U.S. exporters can't communicate in French, the main language of commerce in Algeria.

Breaking Into the Market

When considering the Algerian market, potential U.S. agricultural exporters should keep in mind that the government importing offices frequently tender for six months or a year's supply of a product, that business is conducted openly and that the country is not a captive market for any one brand or supplying country.

Business opportunities in Algeria are real and U.S. firms wishing to break into this market should consider the following points.

Personal contact and visits with importing officials are essential, perhaps more so in Algeria than in any other country in the Mideast or North Africa. Algerians want to meet, talk with and get to know their suppliers before engaging in a business deal. They want to feel they have confidence in the person.

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Doing Business in Algeria: Where To Start

Black Star

By Dale L. Good

In order to help U.S. agricultural exporters establish a market position in Algeria, USDA opened the Agricultural Trade Office (ATO) in Tunis, Tunisia in late 1981. The trade office serves U.S. farm export interests in both Tunisia and Algeria.

Since buying agricultural products from foreign suppliers is done solely by government importing offices in Algeria, a good springboard to this market is for you, the exporter, to keep up with the issuing of commodity tenders.

A good way to follow tender announcements—and changes to previous ones—is by subscribing to the Trade Opportunity Referral Service (TORS), an FAS computer network that matches up foreign importers with U.S. exporters.

For $10 a year, you will receive direct mailers that will keep you abreast of selling opportunities in the Algerian market. When the ATO receives a request concerning agricultural products, the information is sent electronically to the TORS computer center in Washington, D.C. The direct mailers include the name of the buyer, details about the commodity and the overseas bank authorized to handle the transaction.

Once alerted by TORS, you can contact the American Embassy in Algeria for current tender documents. Frequently, tenders must be purchased to participate in the bid process. Costs of tenders normally range from $25 to $50 and you can cable the fee directly to the embassy. The ATO has already translated 24 Algerian commodity tenders into English. These documents represent the standard commercial and technical norms found in the Algerian market.

Tenders change very little from one issuance to the next, except, of course, for changes in quantity and delivery dates. The translated documents provide a good introduction to specific commodities imported by Algeria. They will allow you to position yourself for future tenders, thus greatly reducing your submission time.

Items covered in tenders issued in late 1982 and early 1983 comprised a broad spectrum of products, ranging from beef, milk, butter and eggs to prunes, almonds, soybean meal and peanuts. You can get these tenders—in English—from the ATO or the Export Promotion Division, FAS.

Staff at the following addresses will help you gain more information not only on the issuing of tenders, but on all aspects of doing business in Algeria.

Agricultural Trade Office
American Embassy
144 Avenue de la Liberte
Tunis, Tunisia
Tel: 28.25.66, Ext. 2279/2204
Telex: 13379 AMBTUN TN

American Embassy
4, Chemin Cheich Bakhir, Brahimi
Algiers, Algeria
Tel: 60.14.25
Telex: 52064

Foreign Agricultural Service
U.S. Department of Agriculture
Washington, D.C. 20250
U.S. Department of Agriculture
Washington, D.C. 20250

For specific commodities, contact the appropriate FAS commodity division:

Grain and Feed
(202) 447-6219
Oilseeds and Products
(202) 447-7037
Dairy, Livestock and Poultry
(202) 447-8031
Horticultural and Tropical Products
(202) 447-6590
Tobacco, Cotton and Seeds
(202) 382-9516 ■

The author is the Agricultural Trade Officer in Tunis, Tunisia. He also covers Algeria. Tel. 28.25.66.

Fact File

Major Algerian Importing Offices For Agricultural Products

Algeria's economy is centrally planned and all buying of imported food and farm commodities is handled by government importing offices. The following list of Algeria's major importing offices may be helpful to U.S. agricultural exporters.

Office	Products Handled
OAIC National Office of Cereals (Office Algerien Interprofessionnel des Cereales) 5, Rue Ferhat Boussad Algiers, Algeria Tel: 66.28.32 Telex: 52798	Wheat, corn (feed and sweet), barley, oats, rice, seed grain, lentils, beans, peas for seed and consumption and popcorn
OFLA National Office of Fruits and Vegetables (Office National des Fruits et Legumes D'Algerie) 12, Avenue des 3 Freres Boudou-Birmandreis Algiers, Algeria Tel: 60.36.94 Telex: 52823	Dried nuts, fresh dehydrated fruits and vegetables
ONAB National Office of Animal Feeds (Office National des Aliments de Betail) Quatre Chemin de Kouba Algiers, Algeria Tel: 58.16.00 Telex: 54135	Soybean meal, milk replacer feeds and feed mixes
ONACO National Office of Commerce (Office National de Commercialisation) 29, Rue Larbi Ben M'Hidi Algiers, Algeria Tel: 64.02.77 Telex: 52992	Dried fruits and nuts, milk and milk products, tomato paste, vegetable oils, tallow, sugar and coffee
ORAC Central Regional Poultry Office (Office Regional D'Aviculture-Centre) 25, Boulevard Zighoud Youcef Algiers, Algeria Tel: 63.23.80 Telex: 52913	Eggs (hatching and table), breeder stock and day-old chicks
ORAVIO West Regional Poultry Office (Office Regional de l'Aviculture de l'Quest) 33, Avenue Benyahia Belkacem Mostaganem, Algeria Tel: 26.91.29 Telex: 14043	Eggs (hatching and table) and breeder stock
OREVIC Central Regional Meat Office (Office Regional de la Viande-Centre) 4, Chemin de Kouba Rue de Constatine Kouba-Alger, Algeria Tel: 58.16.00 Telex: 54135	Bovine meat and mutton (fresh and frozen)

Office	Products Handled
ORLAC Central Regional Milk Office (Office Regional du Lait-Centre) 1, Place Carnot, Hussein-Dey Algiers, Algeria Tel: 77.01.67 Telex: 52550	Milk powder, skim milk, anhydrous milk fat, evaporated milk, butter and cheese
ONAPSA National Office of Supply and Agricultural Services (Office National des Approvisionnements et des Services Agricoles) Rue Hassan Ben Dahmame Les Oliviers-Birmandreis Algiers, Algeria Tel: 60.37.20 Telex: 52296	Grass, forage, vegetable and flower seeds, dairy cattle and other livestock
SNNGA National Co. of Department Stores (Societe Nationale des Nouvelles Galeries Algeriennes) 67, Rue Larbi Tebessi Belcourt Algiers, Algeria Tel: 66.29.63 Telex: 52776	Table eggs, cheese, fresh bovine and sheep meat
SN. SEMPAC Natl. Miller, Pasta and Couscous Co. (Societe Nationale de Semoulerie Meumnerie, Pates Alimentaires et Couscous) 6, Boulevard Zirout Youcef Algiers, Algeria Tel: 63.92.97 Telex: 52923	Grain products
SNTA National Tobacco and Match Company (Societe Nationale des Tabacs et Allumettes) 40, Rue Hocine Nourredine Belcourt Algiers, Algeria Tel: 66.69.42 Telex: 52780	Tobacco
SOGEDIA Food Industries Management and Development Company (Societe de Gestion et de Developpement des Industries Alimentaires) 13, Avenue Claude-Debussy Algiers, Algeria Tel: 64.38.01 Telex: 52837	Sugar, Vegetable oils
SONITEX Natl. Co. of Textile Industries (Societe Nationale des Industries Textils) 22, Rue des Fusille, El-Anasser Algiers, Algeria Tel: 65.93.14 Telex 52871	Cotton

The Maghreb Countries: A Growth Market For Agricultural Sales

By Mark Sloan

The North African countries of Morocco, Algeria and Tunisia comprise a region known as the "Maghreb", an Arabic word meaning "place where the sun sets". But for U.S. exporters, it may be the beginning of a bright new day of sales as greater market prospects appear to be on the horizon.

Over the next few years, market prospects in the Maghreb should be especially good for exports of U.S. wheat and corn. An expanding market may also exist for soybean meal, tallow, tobacco and powdered eggs.

In fact, U.S. agricultural trade with the region may reach a record $595 million in calendar year 1983, if projections hold. The use of blended credit and P.L. 480 Food for Peace allocations in Morocco and Tunisia, improvements in economic relations with Algeria and poor weather throughout North Africa will contribute to this increase.

If Morocco eventually overcomes its balance of payments problems and U.S. trade relations with Algeria continue to improve, continued expansion of U.S. agricultural exports to the Maghreb during the 1980's seems likely.

Other factors likely to increase future U.S. agricultural exports to the region are: high population growth rates in Morocco and Algeria and the extensive use of consumer subsidies throughout the region, which has led to increased domestic food demand.

Negative influences on U.S. agricultural sales to the region include the close geographical proximity of the European Community (EC), and the EC's use of export subsidies in agricultural trade.

Despite a 26-percent decline in 1982, due in part to world recession and the strong U.S. dollar, U.S agricultural sales to the Maghreb have increased 275 percent over the last 10 years.

Wheat exports are expected to lead the 1983 increase in overall U.S. trade with the three North African countries. As a result of drought in Morocco and Tunisia, an extra 800,000 to 900,000 tons of wheat imports may be needed in 1983. About half is likely to be durum.

Although Greece has become an increasingly important supplier of durum to the region, Greek grain production is also being hurt by the Mediterranean-wide drought.

Greek exports are expected to decline this year. As a result, the United States should be in an excellent position to capitalize on the additional import needs of the region during the year.

Each of the Maghreb countries offers U.S. exporters opportunities and challenges.

Algeria's LTAs Pose Problem

A decrease in U.S. sales to Algeria in 1982 was due in part to Algeria's frequent use of long-term, country-to-country commodity agreements with U.S competitors. In 1982 Algeria had long-term agreements with Canada, Australia, Argentina, the EC, Turkey and a number of communist countries. These agreements covered purchases of wheat, corn, rapeseed oil and dried beans.

Wheat will probably continue to lead U.S. exports in 1983. During 1982 the United States sold 421,000 tons of wheat to Algeria valued at $72 million. Corn should also continue to be a strong U.S. export to Algeria during the year. The United States supplied Algeria with 286,000 tons of corn in 1982, filling almost all of the country's corn import needs.

Algeria is striving to become self-sufficient in poultry. If successful, continued increases in feed grain and soybean meal imports can be expected.

U.S. sunflower oil exports to Algeria may reach $35 million in 1983. The increase is projected because Canada may be able to supply only half of the 100,000 tons of rapeseed oil it has agreed to provide Algeria this year.

U.S. tallow exports to Algeria should remain strong in 1983, with sales expected at about $19 million.

Although Algeria is one of the world's largest importers of table eggs and milk products, the United States has been unable to penetrate this market. In addition to EC subsidies, one problem has been the Algerian requirement that table eggs be no more than eight days old when they arrive in port.

USDA is working with the Algerians to change this requirement. Meanwhile, the Algerian government recently expressed keen interest in powdered egg imports as a possible alternative to imports of table eggs.

Moroccan Market May Show Big Increase

U.S. agricultural sales to Morocco may go as high as $279 million in 1983, a 76-percent increase from 1982. This projection is based on three factors:

—A U.S.-Morocco blended credit agreement ($28 million in direct credit and $112 million in credit guarantees) which allows the Moroccans to purchase 1.1 million tons of wheat during fiscal 1983;

—$25 million in P.L.-480 allocations for wheat;

—Reductions in domestic production due to drought.

Morocco's wheat production figures represent about 50 percent of potential production. To increase yields and area planted, the Moroccan government has planned higher support prices and increased credit. However, it is likely to be a number of years before Moroccan farmers realize the significant increases in grain yields hoped for by government planners. Until then, Morocco is likely to remain dependent on the United States and other exporters to satisfy its domestic demand.

To alleviate a serious balance of payments deficit ($10 billion in 1982), the Moroccan government recently tightened its import licensing procedures on "luxury" items. The new

requirement has resulted in administrative delays in the import process which could impede future U.S. trade expansion efforts in Morocco for high-value commodities such as poultry and dairy products.

Tunisia Strives for Stronger Poultry and Dairy Sectors

Adverse weather in Tunisia may increase that country's 1983 import demand for agricultural commodities.

U.S. agricultural exports to Tunisia were $78 million in 1982. About 95 percent of these exports were in wheat and corn. During 1983, wheat and corn will again dominate U.S. sales to Tunisia.

U.S. grain sales this year will benefit from $56 million in blended credit allocations for grain purchases, along with a more competitive U.S. commercial price for soft wheat. Tunisian import demand for feed grain is expected to remain relatively stable in spite of recent reductions in government subsidies that have led to escalating domestic corn prices.

As part of its new five-year development plan, Tunisia wants to rapidly develop its dairy and poultry sectors. The United States has responded to these plans with a 1983 blended credit allocation for the purchase of approximately 3,200 head of dairy breeding cattle. However, the potential for U.S. livestock exports to Tunisia is limited due to the EC's geographical proximity and its use of export subsidies.

The ambitious plans for Tunisia's livestock and poultry industries are expected to result in an increased longrun import demand for corn and soybean meal. Expansion of the poultry sector alone may account for a 50,000-ton increase in Tunisian imports of corn within the next two years. ■

Black Star

The author is an international economist, International Trade Policy Division, FAS. Tel. (202) 382-9058.

Technical Standards: Unknotting Trade Tie-Ups

By Thomas O'Connell

GOOD, HEALTHY FOOD. These three simple words have generated volumes of extremely complex regulations as governments set about writing the technical standards which control the passage of food, plants and animals across their borders.

To make matters worse, quality and health standards shift like the sands of Sahara. Getting commodities through this desert of words has often proved a formidable obstacle.

Working in Washington, D.C. to minimize the technical trade barriers imposed on agricultural goods is the troubleshooting technical office in USDA's Foreign Agricultural Service. A sister office at the National Bureau of Standards has similar responsibilities for nonagricultural products, as well as information on foreign testing and certification.

Efforts to break down technical trade barriers require endurance and team effort. But these efforts can really pay off. A recent success occurred when Japan revised 16 of its standards and certification laws.

The revised laws, which went into effect in August, should provide foreign suppliers of products affected by these laws with the same treatment that Japanese suppliers get with respect to standards and certification procedures. That's what the FAS technical office is all about.

The office came into being as a result of the Agreement on Technical Barriers to Trade (Standards Code), one of several codes of practice resulting from the GATT Multilateral Trade Negotiations during the 1970s.

Many nations long recognized that complicated, arbitrary standards hampered trade, sometimes intentionally. But it wasn't until 1979 that they agreed to take action via the Standards Code.

The agreement the nations reached established an information network to alert countries about standards activities throughout the world. The code also set up procedures to settle disputes which might arise over standards.

Thirty-seven signatory nations, including all of the major U.S. trading partners except China, the Soviet Union and Mexico, have joined the pact to cooperate in preventing the formation of technical standards which interfere with international trade.

Exchanging Information

The success of the Standards Code to a large extent depends on the timely transfer of information.

Notifications of mandatory changes in technical standards are required by the Code. Signatories to the agreement who want to change their standards must first propose the changes, allowing sufficient time for comment by other signatories.

The FAS technical office receives foreign notifications relating to agricultural products from the GATT Secretariat and U.S. agricultural attaches. The office then publishes the notifications in the weekly FAS publication EXPORT BRIEFS and also contacts individuals and organizations when appropriate.

EXPORT BRIEFS is available from the Export Programs Division of FAS for $50 a year.

Of course, the transfer of information is a two-way street. The National Bureau of Standards, assisted by the FAS technical office, informs foreign trading partners of significant, mandatory U.S. government proposals. Usually 45 days are allowed for comment before the proposals become effective.

The obligations of the Standards Code are binding only on national or "central" governments. However, nonfederal regulatory agencies such as state departments of agriculture and private organizations are encouraged to inform the technical office of their proposed technical standards relating to matters like product quality, labeling and packaging.

The technical office is currently working with state departments of agriculture in establishing nonfederal notification procedures. In addition, the Department of Commerce, the U.S. Trade Representative and USDA work closely with the American National Standards Institute to develop voluntary guidelines on standards.

Settling Disputes

With 37 nations involved in a common endeavor, one might expect some friction. The Standards Code has specific procedures to settle disputes when claims arise that a signatory's regulation is causing an unnecessary barrier to trade. So far, there has been only one dispute brought under the Code.

In that dispute, over poultry chilling methods, the European Community (EC) contended that regulations governing processes and production methods were not covered by the Code. Since that time, the topic of processes and production methods has been the focus of continuing debate in the Standards Code Committee. The U.S. is making efforts to get other signatories to recognize the importance of their inclusion under the Code. A consensus of support is growing, but a resolution has yet to reached.

In general, the disputes that arise are very technical in nature. As a result, the GATT Secretariat is now collecting names of experts on agricultural products who would be willing to serve on panels and offer expert testimony in disputes between signatories.

Keeping The Doors Open

As with all federal offices, the doors of the technical office are open to all comers—and so are the telephones. Answering inquiries ranging from Saudi

shelf-life requirements to the permissible levels of additives in grape juice headed for Japan are all part of the daily routine.

The staff's ultimate purpose, of course, is to help carry out the provisions of the Standards Code and thereby open the doors for freer international trade and ease the task of selling agricultural products overseas.

As the world's leading farm exporter, the United States stands to be one of the biggest winners if the Standards Code continues to work the way its planners envisioned. ■

Formerly head of the FAS Technical Office, The author is a U.S. Agricultural Officer in Bucharest.

Contacts For Technical Standards Information

For information on technical standards relating to agricultural products:
Foreign Agricultural Service
Technical Office, Room 5526-S
U.S. Department of Agriculture
Washington, D.C. 20250.
Tel. (202) 382-1312.

For information on foreign standards, testing and certification systems:
Standards Information Center
Room B166, Technology Building
National Bureau of Standards
Washington, D.C. 20236.
Tel. (202) 921-2587.

To subscribe to EXPORT BRIEFS:
Foreign Agricultural Service
Export Programs Division
Room 4945-S
U.S. Department of Agriculture
Washington, D.C. 20250.
Tel. (202) 447-7103.

For information on grading of specific agricultural products:
Agricultural Marketing Service
Room 3064-S
U.S. Department of Agriculture
Washington, D.C. 20250.
Tel. (202) 447-5231.

For information on inspection of livestock and live poultry for export:
Animal and Plant Health Inspection Service, Veterinary Service
U.S. Department of Agriculture
Hyattsville, MD 20782.
Tel. (301) 436-8383.

For information about inspection of meat and poultry products for export:
Food Safety and Inspection Service
Foreign Program Staff
Meat and Poultry Inspection
Room 4346-S
U.S. Department of Agriculture
Washington, D.C. 20250.
Tel. (202) 447-7610.

For information about U.S. grain quality standards and inspection and weighing procedures:
Federal Grain Inspection Service
International Monitoring Staff
Room 1619-S
U.S. Department of Agriculture
Washington, D.C. 20250.
Tel. (202) 382-0222.

FAS Survey of Average Retail Food Prices in Selected World Capitals, May 26, 1983

(in U.S. dollars per kg or units as indicated, converted at current exchange rates)

Item	Bern	Bonn[2]	Brasilia	Buenos Aires	Canberra	London	Madrid	Mexico City	Ottawa[3]	Paris	Pretoria	Rome	Seoul	Stockholm	Tokyo	Wash D.C.
Steak, sirloin, boneless	22.52	10.17	2.29	2.02	11.40	11.77	6.28	2.01	6.26	8.43	6.42	8.94	10.43	11.42	28.41	8.80
Roast, pork, boneless	14.57	5.25	2.81	3.00	4.55	3.45	5.14	2.38	4.39	5.44	4.29	5.43	4.45	11.79	9.23	7.25
Broilers, whole	3.13	1.84	1.08	1.03	3.94	2.61	1.59	1.30	1.77	3.51	1.65	3.09	2.34	3.35	3.24	1.08
Eggs, dozen	2.50	1.06	0.56	0.72	2.92	1.22	0.68	0.37	1.01	1.05	0.95	1.24	1.57	1.74	0.91	0.92
Butter	8.02	4.17	3.88	2.67	3.95	3.03	5.77	3.16	4.01	3.77	3.05	4.26	5.13	3.43	6.27	4.39
Cheese, cheddar	8.82	6.03	2.39	4.47	5.73	4.00	6.94	5.05	6.71	5.22	3.88	6.53	NA	5.59	5.25	5.93
Milk, whole, liter	0.73	0.46	0.22	0.28	0.72	0.53	0.37	0.20	0.75	0.55	0.52	0.62	0.96	0.47	0.84	0.45
Oil, cooking, liter	2.38	1.01	0.76	0.79	2.01	1.19	1.57	0.63	1.86	1.00	1.50	0.85	1.61	4.43	1.29	1.66
Potatoes	0.53	0.23	0.85	0.30	0.84	0.36	0.44	0.26	0.24	0.17	1.02	0.34	0.54	0.49	1.10	0.57
Apples	1.19	1.01	1.59	0.47	1.07	1.52	0.70	1.05	1.26	0.76	0.85	0.83	2.28	0.99	2.35	1.09
Oranges	1.21	1.04	0.14	0.35	0.72	1.22	1.03	0.24	0.66	1.01	0.72	1.10	NA	1.02	1.46	0.68
Flour	0.90	0.61	0.23	0.36	0.78	0.39	0.47	0.12	0.88	0.66	0.56	0.39	0.30	0.66	0.72	0.52
Rice	1.02	1.19	0.50	0.82	1.05	1.15	0.85	0.40	1.61	0.99	1.01	1.38	1.14	1.59	1.45	0.99
Sugar	0.70	0.79	0.35	0.34	0.71	0.72	0.57	0.20	0.69	0.69	0.58	0.81	1.08	0.82	1.10	0.97
Coffee	8.33	8.95	2.56	4.45	13.23	7.10	5.27	7.94	4.89	5.92	8.02	7.57	15.45	3.07	13.56	6.81

[1] 1 kilogram 2.2046 pounds; 1 liter 1.0567 quarts
[2] Bonn: Steak, sirloin, — bone-in
[3] Ottawa: Steak, sirloin and Roast, pork — bone-in

Note: The items surveyed are more typical of those purchased in the United States than those purchased in other countries. Prices may not be directly comparable due to differences in quality, packing, and seasonal variation in supply. Also, the appreciation of the dollar over the past 2 years has significantly impaced these prices when they are converted into dollars. These prices do show the relative cost of the various items in the cities surveyed and the wide range in price for some items between cities.

World Trade Clubs: Export Information Network

A nationwide network of world trade clubs can serve as a valuable resource for agricultural exporters and give them a chance to rub shoulders and exchange information with their counterparts in the nonagricultural economy.

While many of these private organizations have been formed recently, others have a long history. The Cleveland World Trade Association, for example, has been around since 1915. A significant proportion of the clubs, possibly half, were started by state and local chambers of commerce and many maintain that affiliation. Others are entirely independent. Club memberships generally range from 50 to 500 people. The clubs provide an opportunity for export information exchange and work to expand export awareness. The groups usually hold monthly meetings with a speaker who discusses international marketing topics. Most clubs publish a newsletter featuring trade opportunities, government developments and member news and some also distribute computerized trade leads to members.

Clubs offer a variety of seminars and workshops on topics ranging from the basics of exporting to marketing techniques and opportunities in specific countries or regions.

An increasing number of clubs are sponsoring trade missions to foreign countries, and many are focusing on the new national interest in export trading companies.

The list of world trade clubs which follows is reprinted with permission from **Business America** magazine published by the International Trade Administration of the U.S. Department of Commerce.

Alabama

Birmingham
Birmingham Area Chamber of Commerce
P.O. Box 10127
Birmingham, AL 35202
(205) 323-5461

Mobile
Center for International Trade and Commerce
University of South Alabama
Mobile, AL 36688
(205) 460-6102 or (205) 433-1151

Mobile Area Chamber of Commerce
P.O. Box 2187
Mobile, AL 36652
(205) 433-6951

University
International Trade Center
University of Alabama
P.O. Box 1896
University, AL 35486
(205) 348-7621

Arizona

Phoenix
Arizona World Trade Association
34 West Monroe, Suite 900
Phoenix, AZ 85003
(602) 254-5521

Phoenix Metropolitan Chamber of Commerce
34 West Monroe, Suite 900
Phoenix, AZ 85003
(602) 254-5521

Tuscon
Tucson Metropolitan Chamber of Commerce
P.O. Box 991
Tuscon, AZ 85702
(602) 792-2250

Arkansas

Arkansas Exporters Round Table
1650 Union National Bank Building
Little Rock, AR 72201
(501) 375-5377

University of Arkansas
Industrial Research and Extension Center
Business Administration Building
33rd and University
Little Rock, AR 72204
(501) 371-1971

California

Anaheim
International Marketing Association of Orange County
305 So. State College Blvd.
Anaheim, CA 92806
(714) 635-6160

Irvine
World Trade Center Association of Orange County
P.O. Box 16836
Irvine, CA 92713
(714) 436-1251

Long Beach
International Business Association of Long Beach
c/o Long Beach Area Chamber of Commerce
50 Oceangate Plaza
Long Beach, CA 90802
(213) 436-1251

Los Angeles
Foreign Trade Association of Southern California
333 S. Flower St., Suite 226
Los Angeles, CA 90071
(213) 627-0634

Los Angeles Area Chamber of Commerce
International Commerce Executive Committee
404 S. Bixel St.
Los Angeles, CA 90051
(213) 629-0711

North Hollywood
Export Managers Association of California
10919 Vanowen St.
North Hollywood, CA 91605
(213) 985-1158

Northridge
Valley International Trade Association
California State University
Northridge, CA 91330
(213) 885-2468

San Diego
World Trade Association of San Diego
110 W. "C" Street, Suite 1600
San Diego, CA 92101
(714) 231-2993

San Franciso
Fresno County and City Chamber of Commerce
P.O. Box 1469
Fresno, CA 93716

Business Information and Research Center
Sacramento Chamber of Commerce
P.O. Box 1017
Sacramento, CA 95805

Modesto Chamber of Commerce
P.O. Box 844
Modesto, CA 95353

Colorado

Arvada
Rocky Mountain Air Cargo Association
8795 Ralston Road, Room 220 Arvada, CO 80002 (303) 422-9262

Denver
Denver Chamber of Commerce
International Trade Committee
1301 Welton St.
Denver, CO 80204
(303) 534-3211

International Trade Association of Colorado
P.O. Box 4181
Denver, CO 80204
(303) 798-4710

Connecticut

Green Farms
Westconn International Trade Association
P.O. Box 787
Green Farms, CT 06436

Hartford
Connecticut International Trade Association
c/o Colt Industries
Huyshope Ave.
Hartford, CT 06114
World Affairs Center
1380 Asylum Ave.
Hartford, CT 06105

Stamford
Stamford Forum for World Affairs
1101 Bedford St.
Stamford, CT 06905

Stratford
Connecticut Foreign Trade Association
c/o Manufacturers Association of South Connecticut
608 Ferry Blvd.
Stratford, CT 06497

Florida

Coral Gables
International Center of Florida
Suite 280, Gables One Tower
1320 South Dixie Highway
Coral Gables, FL 33146
(305) 667-3621

Daytona Beach
World Trade Council of Volusia County
P.O. Box 1111
Daytona Beach, FL 32018
(904) 255-8131

Fort Lauderdale
Fort Lauderdale Area World Trade Council
P.O. Box 14516
Fort Lauderdale, FL 33302
(305) 462-6000

Fort Walton Beach
Okaloosa County Area World Trade Council
P.O. Box Drawer 640
Fort Walton Beach, FL 32548
(904) 224-5151

Jacksonville
Jacksonville International Trade Association
P.O. Box 329
Jacksonville, FL 32201
(904) 353-0300

Melbourne
Space Coast World Trade Council
1005 East Strawbridge Lane
Melbourne, FL 32901
(305) 724-5400

Miami
Florida Exporters-Importers Association
P.O. Box 450648
Miami, FL 33145
(305) 374-2106

Orlando
Orlando International Trade Center
4805 Sandlake Road
Orlando, FL 32809
(305) 351-9001

Pensacola
Pensacola World Trade Council
P.O. Box 550
Pensacola, FL 32593
(904) 438-4081

Riviera Beach
World Trade Council of Palm Beach County
3601 Broadway
Riviera Beach, FL 33404
(305) 848-3431

Sarasota
Southwest Florida International Trade Center
P.O. Box 308
Sarasota, FL 33578
(813) 955-8187

St. Petersburg
Sun Coast Export Council
c/o St. Petersburg Area Chamber of Commerce
225 Fourth St., South
St. Petersburg, FL 33701
(813) 821-4069

Tallahassee
Gulf Coast World Trade Council
P.O. Box 1841
Tallahassee, FL 32303
(904) 224-5151

Tampa
Tampa Bay International Trade Council
P.O. Box 420
Tampa, FL 33601
(813) 228-7777

Georgia

Atlanta

Atlanta Market Center
240 Peachtree St., NW., Suite 2200
Atlanta, GA 30043
(404) 658-5614

Georgia Business and Industry Association
181 Washington St., SW
Atlanta, GA 30303
(404) 659-4444

Georgia Chamber of Commerce
1200 Commerce Building
Atlanta, GA 30335
(404) 524-8481

Georgia World Congress Institute
650 South-Omni International
Atlanta, GA 30303
(404) 658-2950

Augusta

CSRA World Trade Association
Box 2800
Augusta, GA 30904
(404) 554-4411

Hawaii

Honolulu

Hawaii World Trade Association
735 Bishop St., Suite 220
Honolulu, HA 96813
(808) 531-4111

Made-in-Hawaii Association
770 Kapiolani Blvd., Suite 715
Honolulu, HA 96813
(808) 521-1464

Hawaii International Services Agency
335 Merchant St., Room 248
Honolulu, HA 96813
(808) 548-3048

Idaho

Idaho World Trade Association
Box 660
Twin Falls, ID 83301
(208) 733-6714

Illinois

Chicago

Chicago Association of Commerce and Industry
130 S. Michigan Ave., Chicago, IL 60603
(312) 786-0111

Illinois State Chamber of Commerce
20 N. Wacker Dr. Chicago, IL 60606
(312) 372-7373

International Business Council Midamerica
401 N. Wacker Dr.
Chicago, IL 60611
(312) 222-1424

International Business Council Trade Club
401 N. Wabash Ave., Suite 538
Chicago, IL 60611
(312) 222-1424

Elk Grove Village

Northwest Trade Club
P.O. Box 454
Elk Grove Village, IL 60007
(312) 678-8600

Indiana

Indianapolis

World Trade Club of Indiana
928 Chamber of Commerce Bldg.
320 N. Meridian St.
Indianapolis, IN 46204
(317) 267-2901

National Retail Hardware Association
770 N. High School Road
Indianapolis, IN 46224
(317) 248-1261

Indiana Manufacturers Association
115 N. Pennsylvania St.
Indianapolis, IN 46204
(317) 632-2474

Muncie

Transnational Business Institute
College of Business
Ball State University
Muncie, IN 47306
(317) 285-7893

South Bend

Michiana World Trade Club
230 West Jefferson Blvd.
P.O. Box 1677
South Bend, IN 46634
(219) 234-0051

Louisiana

Monroe

Small Business Development Center
College of Business
Northeast University
Monroe, LA 71209
(318) 342-2129

New Orleans

World Trade Club of Greater New Orleans
Suite 1132, International Trade Mart
2 Canal St.
New Orleans, LA 70130
(504) 525-7201

Shreveport

Shreveport Chamber of Commerce
529 Crockett
Shreveport, LA 71101
(318) 226-8521

Maryland

Baltimore

Export Club of Baltimore
326 N. Charles St.
Baltimore, MD 21201
(301) 727-8831

Maryland International Trade Association
210 E. Lombard St.
Baltimore, MD 21202
(301) 833-4009

Rockville

Suburban Maryland International Trade Association
Rockville, MD 20850
200A Monroe St., Suite 225
(301) 340-0450

Massachusetts

Boston

International Business Center of New England, Inc.
22 Batterymarch
Boston, MA 02109
(617) 542-0426

New England Council, Inc.
1020 Statler Office Building
Boston, MA 02116
(617) 542-2580

Waltham

Smaller Business Association of New England, Inc.
69 Hickory Drive
Waltham, MA 02154
(617) 890-9070

Michigan

Ada

Western Michigan World Trade Club
7373 Fulton - Bldg. 342A
Ada, MI 48355
(616) 676-6129

Detroit

World Trade Club of Detriot
150 Michigan Ave.
Detroit, MI 48226
(313) 964-4000

Greater Detroit Chamber of Commerce
350 Michigan Ave.
Detroit, MI 48226

Minnesota

Duluth

Seaway Port Authority of Duluth
P.O. Box 310
Duluth, MN 55801
(218) 727-8525

Minneapolis

Greater Minneapolis Chamber of Commerce
15 South Fifth St.
Minneapolis, MN 55402
(612) 370-9164

Minnesota World Trade Association
5235 Xerxes Ave., S.
Minneapolis, MN 55410
(612) 926-6202

North Central Credit & Financial Association
330 Plymouth Bldg.
120 South Sixth St.
Minneapolis, MN 55402
(612) 371-3950

World Affairs Center
University of Minnesota
306 Westbrook Hall
77 Pleasant St. SE
Minneapolis, MN 55455
(612) 373-3709

St. Paul

Minnesota Association of Commerce & Industry
480 Cedar St.
St. Paul, MN 55101
(612) 292-4660

St. Paul Area Chamber of Commerce
701 North Central Tower
445 Minnesota St.
St. Paul, MN 55101
(612) 222-5561

Mississippi

Hattiesburg

University of Southern Mississippi
College of Business
Department of Economic and International Business
P.O. Box 5072, Southern Station
Hattiesburg, MS 39401
(601) 266-4648

Jackson

International Trade Club of Mississippi, Inc.
P.O. Box 16673
Jackson, MS 39236
(601) 981-7906

Missouri

St. Louis

World Trade Club of St. Louis, Inc.
7730 Carondelet Ave., Suite 106
St. Louis, MO 63105
(314) 721-8001

Regional Commerce & Growth Association (RCGA)
No. 10 Broadway
St. Louis, MO 63102
(314) 231-5555

Montana

Montana International Trade Commission
Suite 415, Power Block
Helena, MT 59601
(406) 443-7910

Nevada

Nevada World Trade and International Tourism Association
P.O. Box 7534
Las Vegas, NV 89101
(702) 385-7367

New York

Buffalo

Buffalo World Trade Association
146 Canterbury Square
Williamsville, NY 14221
(716) 845-4161

Elmira

Chamber of Commerce of Chemung County, Inc.
224 William St.
Elmira, NY 14091
(607) 734-5137

New York City

American Association of Exporters & Importers
11 West 42nd St.
New York, NY 10036
(212) 944-2230

National Association of Export Management Companies. Inc.
200 Madison Ave.
New York, NY 10016
(212) 561-2020

New York City
American Association of Exporters & Importers
11 West 42nd St.
New York, NY 10036
(212) 944-2230

National Association of Export Management Companies. Inc.
200 Madison Ave.
New York, NY 10016
(212) 561-2020

Niagara Falls
Niagara Falls Area Chamber of Commerce
468 Third St.
Niagara Falls, NY 14301
(716) 285-9141

Rochester
Rochester Area Chamber of Commerce, Inc.
55 St. Paul St.
Rochester, NY 14604
(716) 454-2220

North Carolina

Raleigh
North Carolina World Trade Association
P.O. Box 10387
Raleigh, NC 27605
(919) 821-2226

North Carolina International Trade Center
N.C. State University
T.V. Center Bldg.
P.O. Box 5546
Raleigh, NC 27650
(919) 737-2853

Ohio

Akron
The International Business and Trade Association
Akron Regional Development Board
8th Floor
One Cascade Plaza
Akron, OH 44308
(216) 376-5550

Cincinnati
Greater Cincinnati Chamber of Commerce
World Trade Club
120 W. 5th St.
Cincinnati, OH 45202
(513) 579-3100

Cleveland
Council on World Affairs
601 Rockwell Ave.
Cleveland, OH 44114
(216) 781-3730

Greater Cleveland Growth Association
Cleveland World Trade Association
690 Union Commerce Bldg.
Cleveland, OH 44115
(216) 621-3300

Ohio Foreign Commerce Association
c/o Penton/IPC
Room 506
1111 Chester Ave.
Cleveland, OH 44114
(216) 696-7000

Columbus
Columbus Area Chamber of Commerce
World Trade Club
376 North High St.
Columbus, OH 43216
(614) 221-1321

Dayton
Dayton Area Chamber of Commerce
World Trade Council
Suite 1980
Winters Bank Tower
Dayton, OH 45423
(513) 226-1444

Elyria
Lorain County Export Development Council
356 Second St.
P.O. Box 179
Elyria, OH 44036
(216) 322-5438

Mansfield
The North Central Ohio International Trade Club
P.O. Box 1276
Mansfield, OH 44901
(419) 529-4311

Toledo
Toledo Area International Trade Association
218 Huron St.
Toledo, OH 43604
(419) 243-8191

Youngstown
Youngstown Area Chamber of Commerce
200 Wick Bldg.
Youngstown, OH 44503-1474
(216) 744-2131

Oregon

Eugene
Willamette Valley World Trade Committee
Box 1107
Eugene, OR 97440
(503) 484-1314

Portland
Export Management Association of the Northwest
200 S.W. Market St., Suite 220
Portland, OR 97204
(503) 221-1283

Latin America Chamber of Commerce of Oregon
824 S.W. 5th
Portland, OR 97201
(503) 228-4361

Pacific Northwest International Trade Association
200 S.W. Market St., Suite 220
Portland, OR 97201
(503) 228-4361

Pennsylvania

Erie
Manufacturers Association of Erie
P.O. Box 1779
Erie, PA 16507

Philadelphia
International Business Forum, Inc.
42 South Fifteenth St., Suite 315
Philadelphia, PA 19102
(215) 568-2710

International Trade Development Association
Box 113
Furlong, PA 18925
(215) 345-9589

World Trade Association of Philadelphia, Inc.
717 Land Title Bldg.
Philadelphia, PA 19110
(215) 563-8887

The Philadelphia Export Network
Wharton Applied Research Center
Wharton School of University of Pennsylvania
3508 Market St.
Philadelphia, PA 19104
(215) 898-4189

Pittsburgh
Smaller Manufacturers Council
339 Bouevard of the Allies
Pittsburgh, PA 15222

World Affairs Council of Pittsburgh
One Oliver Plaza, Suite 310
Pittsburgh, PA 15222

Business Administration Department
Point Park College
201 Wood St.
Pittsburgh, PA 15222

Puerto Rico

International Trade Association
P.O. Box 50016
Old San Juan, PR 00905
(809) 764-7220, Ext. 227

South Carolina

Columbia
University of South Carolina
College of Business Administration
Columbia, SC 29208
(803) 777-2730

Greenville
Textile Hall Corporation
P.O. Box 5823, Station B
Greenville, SC 29606
(803) 233-2562

Tennessee

Chattanooga
World Trade Council of Chattanooga
1001 Market St.
Chattanooga,, TN 37402
(615) 756-2121

Knoxville
East Tennessee International Commerce Club
c/o United American Bank
P.O. Box 280
Knoxville, TN 37901
(615) 971-2027

Memphis
Mid-South Exporters' Roundtable
P.O. Box 3521
Memphis, TN 38103
(901) 761-3490

Memphis World Trade Club
P.O. Box 3577
Memphis, TN 38103
(901) 346-1001

Nashville
World Trade Council of Middle Tennessee
P.O. Box 17367
Nashville, TN

Texas

Dallas
International Trade Association of Dallas, Inc.
P.O. Box 672
Dallas, TX 75221
(214) 369-5825

Fort Worth
Export-Import Club of Fort Worth
P.O. Box 27372
Fort Worth, TX 76102
(817) 336-3888

Houston
Houston Chamber of Commerce
1100 Milam Bldg — 25th Floor
Houston, TX 77002
(713) 651-1313

Houston InterAmerican Chamber of Commerce
4219 Richmond Ave. — Suite 105
Houston, TX 77052
(713) 960-5182

International Transportation Management Association
P.O. Box 53302
Houston, TX 77052
(713) 960-5182

World Trade Association
1520 Texas Ave.
Houston, TX 77002
(713) 225-0968

San Antonio
Greater San Antonio Chamber of Commerce
P.O. Box 1628
San Antonio, TX 78296
(512) 229-2100

Utah

World Trade Association of Utah
P.O. Box 26744
Salt Lake City, UT 48126
(801) 539-1081

Small Business Development Center
BUC 410
University of Utah
Salt Lake City, UT 84112
(801) 581-7905

Salt Lake Area Chamber of Commerce
19 East 2nd South
Salt Lake City, UT 84111
(801) 364-3631

Virginia

Lynchburg
Piedmont Foreign Trade Council
P.O. Box 1374
Lynchburg, VA 24505
(804) 528-0068

McLean
Northern Virginia International Trade Association
c/o Virginia National Bank
6830 Old Dominion Dr.
McLean, VA 22101
(703) 892-3708

Norfolk
Hampton Roads Foreign Commerce Club
P.O. Box 1263
Norfolk, VA 23501
(804) 625-4776

Richmond
Richmond Export-Import Club
400 N. 8th St., Room 8010
Richmond, VA 23240
(804) 359-9311

Virginia World Trade Committee
Virginia State Chamber of Commerce
611 E. Franklin St.
Richmond, VA 23219
(804) 644-1607

Washington, D.C.

International Trade Association
1800 M St., N.W., Suite 1030N
Washington, D.C. 20036
(202) 452-8100

West Virginia

Charleston
West Virginia Small Business Development Center
The University of Charleston
2300 MacCorkle Ave., S.E.
Charleston, WV 25304
(304) 346-9471, Ext. 228

Wisconsin

Appleton
Northeastern Wisconsin World Trade Association
P.O. Box 1231
Appleton, WI 54912
(414) 722-7758

Eau Claire
Western Wisconsin World Trade Association
First Wisconsin—Eau Claire
Box 7, Eau Claire, WI 54702
(715) 839-6301

Madison
Madison International Trade Association
P.O. Box 90
Madison, WI 53701
(608) 846-5535

Milwaukee
Milwaukee World Trade Association
756 N. Milwaukee St.
Milwaukee, WI 53202
(414) 273-3000

Schofield
Northcentral Wisconsin World Trade Association
c/o Greenheck Fan Corp.
P.O. Box 128
Schofield, WI 54476
(715) 359-6171 ■

Brazil: Potential Market For Cattle Embryos

By G. Stanley Brown

With the world's fourth largest cattle herd and tight restrictions on breeding animal imports, Brazil is a market in the making for cattle embryos.

Brazil is working to overcome cattle raising problems associated with climate, nutrition, diseases and insects. As progress is made, the genetic potential of the herd is becoming more important.

Good Market for Genetic Material

Brazil's recognition of the need for superior germplasm to increase herd productivity presents an excellent market opportunity which should get even better as the Brazilian cattle herd increases in quality and number.

Santa Gertrudis, Canchim, Devon, Hereford and Angus lead in total registrations of European beef breeds. Other popular European beef breeds include Simmental, Charolais and Shorthorn.

Major registered European dairy breeds include Holstein, Jersey, Guernsey and Ayrshire.

Brazil has a long history of importing genetic material to improve the

Brazilian Firms Producing, Importing and Selling Cattle Genetic Material

The following list of Brazilian firms may be helpful to U.S. cattlemen and exporters interested in exploring the Brazilian market for cattle embryos and other genetic material. In addition, lists of breed associations, federal research centers, state departments of agriculture and major cattle shows in Brazil are available from the Office of the Agricultural Counselor, American Embassy, APO, Miami, FL 34030, Tel. (061) 226-3159.

Brazilian Firms Registered to Produce and Sell Embryos

Associacao Sao Pedro de Pesquisas Cientificas
Estrada Sorocaba—Salto de Pirapora
KM 107
Caixa Postal 629
18.100—Sorocaba, S.P., Brazil
Tel. (0152) 2-7475

Agropecuaria Lagoa de Serra Ltda.
Fazenda Lagoa da Serra
Caixa Postal 60
14.160—Sertaozinho, S.P., Brazil
Tel. (0160) 42-2299-2035

TAIRANA S/A
Central de Congelamento de Semen
Rodovia Raposo Tavares, KM 563
Caixa Postal 1033
19.100—Presidente Prudente, S.P., Brazil

Brazilian Firms Registered to Import and Sell Cattle Semen

FUNDACAO BRADESCO S/A
Pecuaria Planejada
Caixa Postal 8250—Vila Yara—
Ciadade de Deus
06000—Osasco, S.P., Brazil

CIPARI—Genetica Animal S/A
Av. Tirandentes, 1812
Caixa Postal 1700
86.100—Londrina, PR., Brazil
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productivity of its herd. Breeding stock is imported from neighboring countries, North America and Europe. However, most germplasm is brought in as semen. Semen accounted for 98 percent of the bovine germplasm imports during the last three years. The United States claimed 80 percent of this market.

Most of the cattle imported during 1980-82 were from the neighboring countries of Argentina, Paraguay and Uruguay. The price of these animals averaged only $480. This segment of the market is of little interest to pure bred breeders—especially those in North America and Europe who received an average of $3,500-$4,500 for breeding cattle during that same period.

Government Policy Cut Germplasm Imports in 1980

Brazilian imports of bovine germplasm plummeted from $8.8 million in 1980 to $2.7 million in 1981, and dropped to an estimated $2.3 million in 1982. The effect on animal and semen imports was about equal.

This sharp drop in imports was the direct result of a government policy to balance Brazil's trade and payments, and to reduce its foreign debt.

Imports of bovine germplasm are not prohibited, but there are restraints on breeding stock and semen imports. There is, for example, a 25-percent tax on the acquisition of foreign currency to finance imports.

Import Controls Strengthen Embryo Market

Even though imports of cattle breeding material have been hard hit by Brazil's

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Tel. (0495) 22-0855

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tight import controls, these same controls strengthen a marketing opportunity which has not been exploited—embryos. Factors responsible for U.S. success in the Brazilian semen market— quality and price relative to the cost of animals—can contribute equally to success in Brazil's fledgling embryo transfer market.

Embryo Transfer Industry Shows Commercial Potential

Private firms and government institutions in Brazil have been experimenting with embryo transfers for several years, using technology from Europe and North America. However, the commercial potential is only beginning to be realized.

Nine laboratories were engaged in embryo transfers in 1981, but only three were registered by the Ministry of Agriculture for commercial work. On the basis of cost data from these three labs, the outlook for the commercial use of embryo transfers in Brazil appears bright.

Marketing Embryos in Brazil

Brazil offers a new and unique opportunity for U.S. breeders to market germplasm through embryo transfers.

U.S. breeding material has a proven track record with Brazilian breeders as shown by the U.S. domination of the Brazilian market for imported semen.

As long as the squeeze on imports continues, the market for high quality animals will be restricted. Embryo transfers are an alternate, and much less expensive, means of acquiring equally superior germplasm.

The Brazilian market for embryos has not yet been tapped, nor does it seem that formal contacts have been cemented with embryo transfer firms of other countries. This could change as cattlemen begin to appreciate the obvious advantages of embryo transfers, and competitors recognize the marketing opportunity.

The market for cattle embryos in Brazil could develop substantially within a few years. The agricultural counselor's office in Brasilia is ready to help U.S. firms market cattle embryos in Brazil. The mailing address is: Office of the Agricultural Counselor, American Embassy, APO, Miami, FL 34030. Tel. (061) 226-3159. ■

The author is the U.S. Agricultural Counselor, Brasilia.

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Trade Update

Hearings Announced on U.S. Tariff Schedule Converted to The Harmonized System

The Office of the U.S. Trade Representative will hold public hearings on a proposed new Tariff Schedule for the United States (TSUS): Chicago (Nov. 1); Los Angeles (Nov. 3-4); Houston (Nov. 7); Atlanta (Nov. 9); New York (Nov. 15-16); and Washington, D.C. (Nov. 21-22). The proposed schedule involves major changes using a new international classification system called the Harmonized Commodity Description and Coding System. Tariff rate increases or decreases on some TSUS line items will result if the United States adopts this classification system.

Those who wish to testify at the hearings must notify Carolyn Frank, Office of the U.S. Trade Representative, Room 500, 600 17th Street, N.W. Washington, D.C. 20506 in writing by September 30, 1983. Those who testify must submit a complete written brief by October 14, 1983.

Copies of the 4-volume set of the conversion can be obtained from the Office of the Secretary, U.S. International Trade Commission, 701 E Street, N.W., Washington, D.C. 20436; telephone (202) 523-5178. The document will be available for public inspection at any district office of the Department of Commerce and at the Office of the district directors and regional commissioners of the U.S. Customs Service. USDA's Foreign Agricultural Service (FAS) will have a copy for review in Room 5526 South Building, U.S. Department of Agriculture, Washington, D.C. Further information can be obtained from FAS at (202) 382-1325.

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